

Summer Training
at
GHC Drugs & Pharmaceuticals Pvt Ltd



From May 11, 2021, Tuesday to July 2, 2021, Friday

A Report

by

Akshat Heera Chhabra

MBA Pharmaceutical Management

2020-2022



Ref.No:GHC/CORPHR/FF/Internship/07-21

24th July, 2021

To Whom Ever It May Concern

This is to certify, that Mr. Akshat Heera Chhabra S/o Mr. Ajay Kumar Chhabra , student of Pharmaceutical Management (First Year) of IIHMR University, Jaipur has undergone two months internship from 10th May 2021 to 5th July 2021 at GHC Drugs & Pharmaceuticals Pvt. Ltd.

As a part of internship he has completed his study on **“Innovation and Sustainability in Healthcare Sector”**.

During the period of his Internship with us he was found punctual, hardworking and inquisitive

We wish him all the best for future endeavours.

For **GHC Drugs & Pharmaceuticals Pvt. Ltd.**



Chief Corporate Affairs & HR

Acknowledgement

Summer training opportunity at GHC Drugs & Pharmaceuticals Pvt Ltd was an enriching experience and a great chance to showcase our soft skills and application of practical knowledge and experience.

I would like to extend my gratitude to **Mr. Prashant Kumar Pathak, Dr Arun Kapoor, Mr. Prashant Bhamare, and Mr. Ravi Sharma** for their constant encouragement, laying down the path for this journey, showing us the way throughout the journey and providing us with the necessary resources to make the full use of this opportunity and learn along the way.

I would also like to extend my outmost gratitude to my Team mentor, **Dr Sandeep Narula (Assistant Dean and Associate Professor, IIHMR University)** for showing me the right path towards opting for this organization as my summer training platform.

I would also like to thank my faculty mentor, **Dr Ashok Peepliwal (Associate Professor, IIHMR University)** for constant encouragement and guidance.

I would also like to show my appreciation to my team members from **“Team Hawk”** for making this training tenure a pleasant experience and a memorable phase of my professional journey.

I would like to thank everyone associated with GHC Drugs & Pharmaceuticals Pvt Ltd for their constant support and providing the necessary resources towards the completion of this summer training

Finally, I would like to thank the **Placement Committee, IIHMR University** for providing us with such great opportunities during such difficult times.

Akshat Heera Chhabra

MBA PM-12

0223

CONTENTS

1. Introduction.....	5
1.1 Organisation Profile.....	6
1.2 Product Overview.....	6
2. About the project.....	7
3. Objectives.....	7
4. Methodology.....	7
4.1 Patient Journey.....	8
4.2 Brand Plan.....	9
4.3 Digital Strategies and Content Creation.....	12
4.4 Field Work.....	18
5. Key Learnings/ Conclusion.....	21
6. References.....	22

1. INTRODUCTION

The project we worked on was titled as "**Innovation and Sustainability in Healthcare Sector**". The mission of this project was stated as "smooth transition from academic scholar to business professional". This project was aimed at identifying the changes that occur in the marketing strategies of healthcare industry when the approach changes from conventional to digital and when we approach digital marketing strategies, we need innovations that are sustainable for the healthcare sector.

The timeline for the project:

0	Allocation of GHC Mentors		
1	Brief introduction about the therapeutic categories along with the product brief and monographs		Introduction of the study title
2	The teams for 1st week will study the therapeutic categories (including Anatomy and Physiology of the disease and the disease category)	1 st week	Literature review (20 literatures/team)
3	Will develop the PATIENT JOURNEY and the pain points in the patient journey and then based on the patient journey they will develop the BRAND PLAN	2 nd week	Presentation of the literature review in the tabular format
4	In the BRAND PLAN teams will develop the DIGITAL STRATEGY i.e., how they will promote the product on the different SOCIAL MEDIA PLATFORMS (<i>LinkedIn, FB, Instagram, Twitter, YouTube, Blogs, Patient Communities, Pinterest, Emailers, WhatsApp promotion</i>)	3 rd week	Identification of variables and development of construct
5	Providing Drs list with email ids and contact number for Digital Promotion (including Webinars -for Drs & patient Communities)	4 th week	Development of Questionnaire Serving the questionnaire to the Samples
6	Field work (alone/with Field force) -personal call to the Drs/Chemists (if the Covid condition permits)	5 th week	Online and Offline Survey (Offline -Chemist and Online - *CEOs and *BU Heads) *With GHC mentors
7	Digital Promotion	6 th week	Online and Offline Survey
8	Digital Promotion	7 th week	Online and Offline Survey
9	Interim report -first presentation for the work done	8 th week	Data Analysis/Synthesis - development of first report
10	Preparation of the Final report	8 th week	Preparation of Final report

To aid us in our project we were provided with the company's corporate presentation, visual aid digital copy and visual aid detailing story.

The visual aid contained details of the company's existing 21 SKUs which were already launched in the market till date.

We were also provided with product portfolio plan for 2021-22, having specialty wise formulations planned to launch in this FY. In total, there were more than 100+ SKUs in their active pipeline.

The SKU which I was assigned was Lizogood (Linezolid 60mg) from GHC Drugs & Pharmaceuticals Pvt Ltd, which is used in Osteomyelitis (infection of bones).

1.1. ORGANIZATION

GHC Drugs & Pharmaceutical Pvt Ltd is a pharmaceutical company based in Mumbai, Maharashtra. It was found in 2020 to make innovations in prescription drugs manufacturing. The full form of GHC is Good Health Care which suggests that they want to provide quality medicines to the people which would achieve "Good Health Care" in the country. They have facilities for manufacturing active pharmaceutical ingredients, oral solid doses, and injectables. Currently, they are operating the divisions of paediatrics, ortho, gynae, ENT and derma.

1.2. PRODUCT OVERVIEW

Brand name: Lizogood

Generic name: Linezolid

Formulation: 600 mg

Packs: 1X10

Key Indication(s): Vancomycin-resistant enterococci (VRE), methicillin-resistant Staphylococcus aureus (MRSA) infections and community-acquired pneumonia

Target Market Segment(s): Antibiotic and Antimicrobial

This product will particularly be used in the condition of osteomyelitis in children.

Osteomyelitis is a condition of bacterial (VRE and MRSA) infections of bones when injuries like open wounds or autoimmune diseases are left untreated.

2. ABOUT THE PROJECT

This project was about devising strategies which were innovative and were sustainable in the healthcare sector. We were all assigned our respective brands and were given the responsibility of marketing these brands both in conventionally and digitally.

The first step was reading a range of articles and journals relevant to the given topic. We thoroughly studied them, compiled them, and made a presentation on them. After that, we studied about various diseases relevant to the portfolio of the company and the divisions the company deals in, for example, diseases which are dealt with through the medicines in the ortho and paediatrics divisions of the company. Our group “Team Hawk” made patient journeys for such diseases.

We started coming up with digital marketing strategies for the products that were assigned to us. We also came up with a full brand plan or annual operating plan for the brands assigned to us.

Keeping the brand plan as a reference we started creating content for brand promotion and digital marketing on various social media platforms. The content was created keeping platforms like LinkedIn, Facebook, Instagram, Twitter, YouTube, Blogs, Pinterest, and WhatsApp in mind.

The final step was to contact the various managers from GHC on local level in our respective cities and towns. We were assigned field work by the managers which exposed us to the groundwork that undergoes in the pharmaceutical industry. I was assigned to compile the information about the orthopaedics, paediatrics and general physicians in my respective locality and hospitals in my locality, promoting my brand along the way.

3. OBJECTIVES

- Brand plan preparation
- Digital marketing strategies
- Content creation for digital promotion on digital platforms
- Field work

4. METHODOLOGY

This assignment was divided into 4 steps:

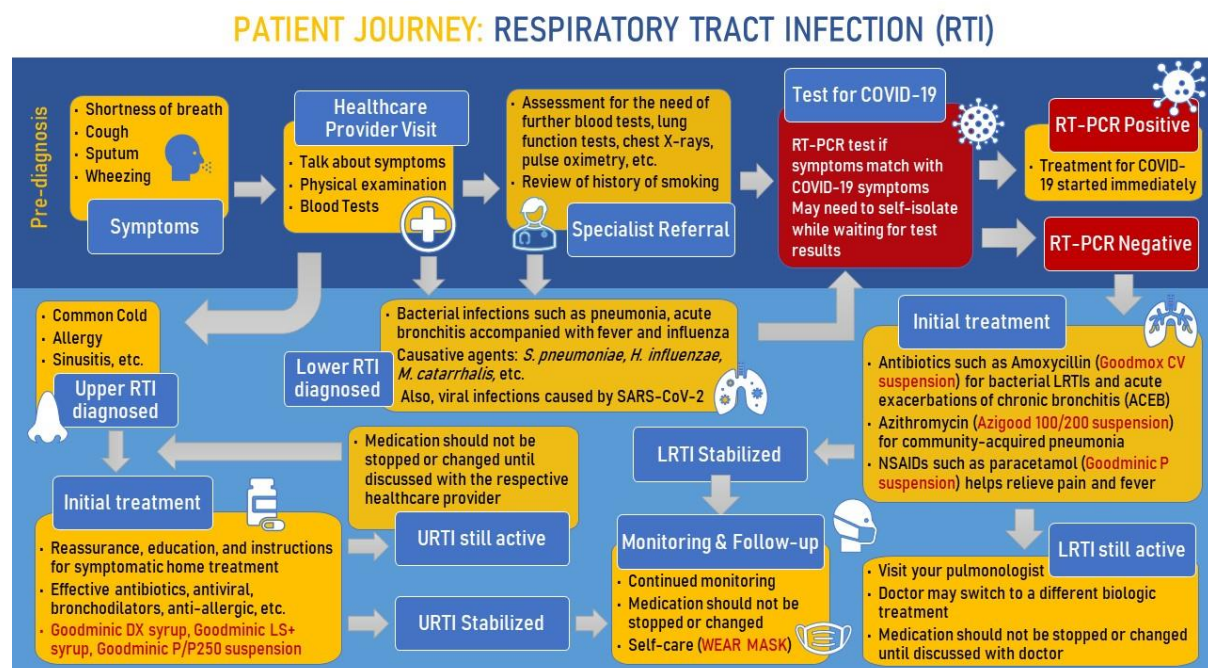
1. Patient Journey

2. Brand Plan
3. Digital Strategies and Content Creation
4. Field Work

4.1. PATIENT JOURNEY

A patient journey is the journey of a patient when they develop symptoms of a diseased condition and during which they interact with various people from the healthcare system like the doctors, nurses, pharmacists, etc. to seek more information on the condition and cure from the healthcare provider (HCP). This patient journey could be summarised into:

- Pre-diagnosis
- Diagnosis
- Post-diagnosis
- Treatment selection
- Brand selection
- Recovery
- Remission or maintenance
- Follow-up



The disease I was assigned to make a patient journey on was upper and lower respiratory tract infection (URTI and LRTI). However, I was assigned the brand Lizogood for brand plan strategies and social media content creation.

4.2. BRAND PLAN

Outline:

1. Executive summary
 - a. Summarization of the situation of the disease in the world and the country
 - b. How our brand will bring something innovative in the disease segment
 - c. What is the market share of the treatments for the disease?
2. Market overview
 - a. AWACS analysis – market, brand, competition
 - b. Competitor analysis
 - c. Competitor inference
 - d. Pricing analysis
 - e. Competitors' positioning
3. Situation analysis: Customer Insights & SWOT
 - a. Linezolid market SWOT
 - b. Brand SWOT
4. 2021 Brand Strategy
 - a. Brand Objectives
 - b. Segmentation
 - c. Targeting
 - d. Positioning
 - e. Brand strategy (QTR1)
 - f. Brand strategy (QTR2)
5. Financials
 - a. Forecasting
 - b. P&L Statement

Brand SWOT Analysis

1. STRENGTHS - Where are we strong relative to our competitors?
 - a. Innovative production methods provide the potential for new designs.
 - b. Experience in distribution channels for timepieces
2. WEAKNESSES - Where are we weak relative to our competitors?
 - a. Not a renowned brand when it comes to drug resistant infection treatments
 - b. No insights from customers now

3. OPPORTUNITIES - What changes/emerging trends can we exploit?
 - a. Large market
 - b. Market growing faster than current sales
4. THREATS - What changes/emerging trends could threaten us?
 - a. Strong competition with concentrated market shares
 - b. Possibility of new market entries

Brand Launch Strategies

- Market size is big and significant market share can be achieved with correct product strategy
- It is must to consider in launching unique formulation which helps in drug effectiveness compared to existing brands
- Introducing compliance and dose convenient pack for patients will be an added value for gaining doctors attention because most brands are introducing 10s packing seen in the market
- Bacterial infections in Indian are becoming epidemic, hence opportunity in antimicrobial segment will be a growth driver for a company, hence Lizogood could be launched
- GPs and Non- MBBS should be educated in correct usage of Linzogood and other antimicrobials and investing in their learning will increase our business opportunity

Brand Objectives

- Communication & positioning on Resistant, Refractory & Recurrent bacterial Infections.
- Special campaign on Lizogood against MRSA infections in bones
- Creating niche space for orthopaedics to try new brand
- General physicians and MBBS interns' activities in educating on rational use of antibacterial, antimicrobials and antibiotics
- Activities to reduce antibiotic resistant bacterial infections
- Patient awareness activities which are much needed as insisted by orthopaedics

Segmentation

- Target segments

- Consulting physicians
- Orthopaedics
- General Physicians
- Mainly those doctors who prescribe competitor brands
- Patients in need or showing symptoms
 - Fever
 - Swelling, warmth, and redness over the infected area
 - Pain in infected area
 - Fatigue

Positioning

Positioning should include the following:

- Differentiation from the competition
- Positioning statement
- Positioning message
- USP of brand
- Value proposition of brand

Financials

- If 500 medical representatives are working and each quarter, they sell 30 and 50 strips in each quarter respectively, and each strip costs Rs 300
- Expected sales in Quarter 1 and 2: $[(30+50)500\{MR\}]$
- 40,000 strips

P&L Statement

- MRP = Rs 300 per strip
- Minus GST @ 18% = Rs. 246
- Minus Margin to retailer @ 20% of Rs 246 = Rs 196.8
- Minus Wholesale margin @ 10% of Rs 196.8 = Rs 177.12
- Minus margin to C&F @ 1% of Rs 177.12 = Rs 175.35
- Net Realizable Value: Rs. 300 – Rs 175.35 = Rs 124.65
- Sales Revenue will be $NRV \times 40,000$ strips sold during both quarters = $Rs\ 124.65 \times 40,000 = Rs\ 49,86,000/-$

4.3. DIGITAL STRATEGIES & CONTENT CREATION

CAMPAIGN

- As Internet gains more significance in different aspects of our lives, the world of pharma is bound to have its share of Internet use gradually.
- As more healthcare facilities establish point of access between physicians and pharma sales reps, industry has turned to other promotional methods and is increasing use of e-Marketing.
- Online events (like webinars or webcasts) let doctors update themselves when and where they choose to.

How to use these platforms?

- Build a tech-savvy team
- Identify the target audience
- Create recurring content (posts, stories, videos, etc.) according to the target audience
- Regularly update the website containing new material
- Regularly update the social media handles of the company

SOCIAL MEDIA MARKETING STRATEGIES

We were assigned with creating content for the company website and 5 social media platforms:

- www.ghcpharma.co.in
- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube

ALL the content posted on social media platforms could be posted on the official company website.

A. Facebook/Instagram/Twitter

The three social media giants have a lot of common grounds

1. The content on these platforms updates very quickly
2. The content in these platforms goes viral very quickly
3. The variety of posts on these platforms is tremendous. For example, we could post photos, videos, posters, blogs, flyers, etc. to create awareness about the disease and the treatment options of the disease
4. There are some timings as well when the probability of the posts getting viral goes drastically high
5. We could also share the content with hashtags relevant to the healthcare industry
6. We could target a new generation of paediatricians, general physicians, and orthopaedics doctors through these platforms as they are also getting more active on these platforms compared to the previous generations

B. LinkedIn

- LinkedIn is a little different story when compared with Facebook, Instagram, and Twitter
- Facebook, Instagram, and Twitter are mainly used for informal interaction, so we get the freedom of connecting with HCPs in a comparatively informal way
- On LinkedIn, the informal interactions are limited and mostly interactions tend to be professional
- So, the main content we could share on LinkedIn are posts, pictures, videos, news articles, research articles, infographics, etc. for consumer awareness about the disease and treatment option
- Hashtags could also be used here as well

Hashtags

Hashtags are an integral part of any social media marketing strategy. They function as a way of labelling your content and help to make that content discoverable to users. When done right, using hashtags in social media can be fundamental to generating exposure and are a great way to generate the right kind of audience engagement when it comes to social platforms.

Hashtags that could be used by us:

- #Antimicrobialresistant
- #Boneinfections
- #Osteomyelitis
- #Antimicrobial
- #Foottrauma
- #Ankletrauma
- #Limbtrauma
- #Trauma
- #Antibioticresistant

Disease (Osteomyelitis) introduction via post:

OSTEOMYELITIS

It is a bacterial infection of bones

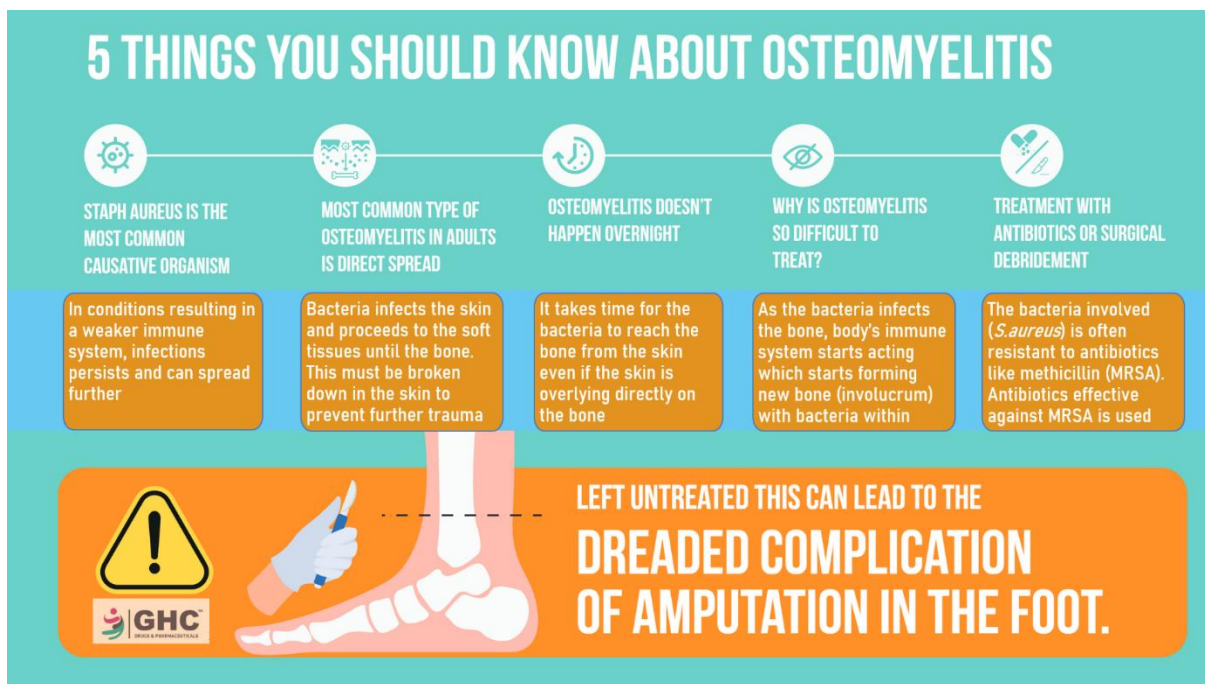
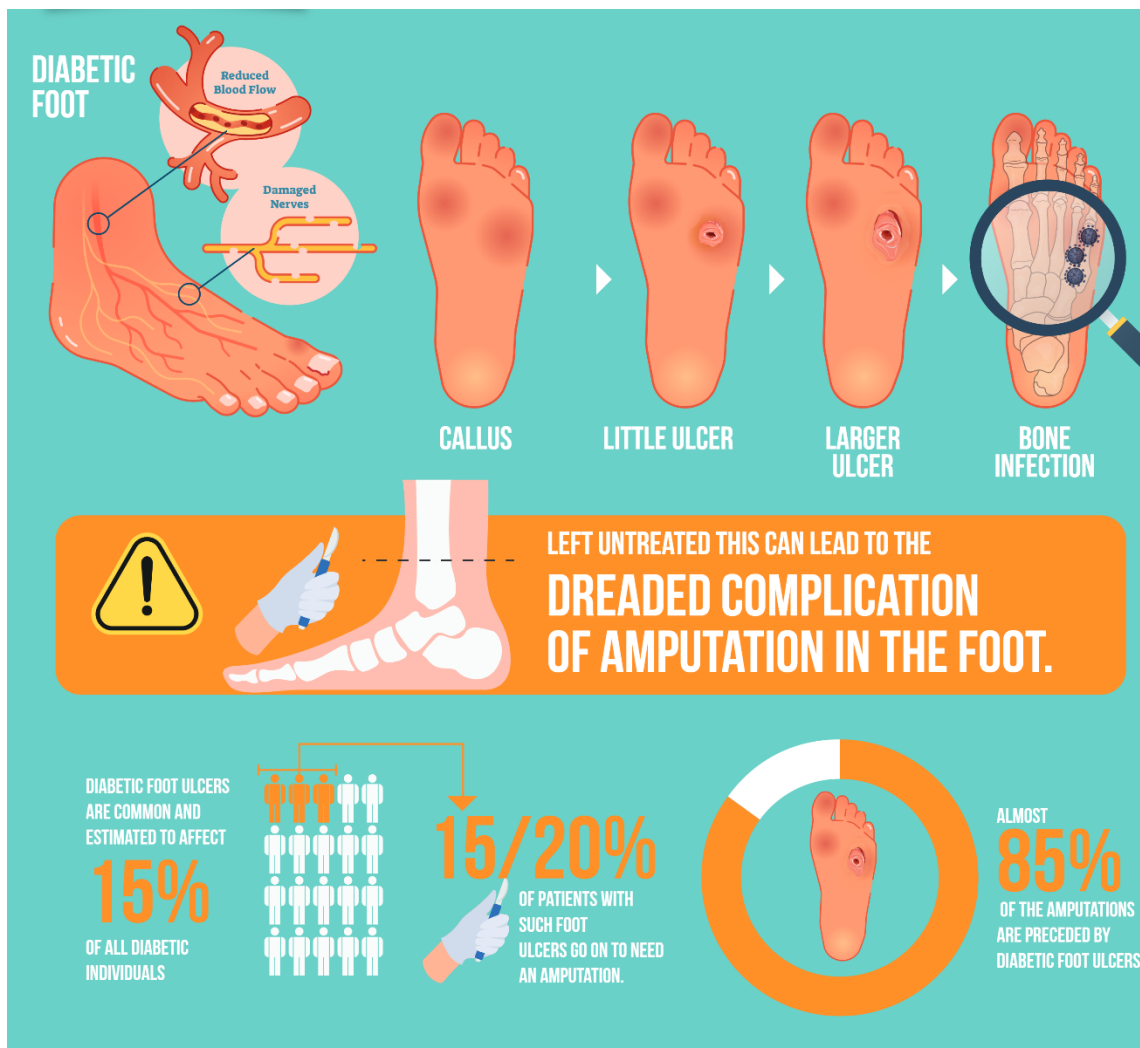
Bacteria such as Staphylococcus aureus get to the bone through the bloodstream or from surrounding tissue (a cut or wound). Children are at higher risk for osteomyelitis as their immune system is not fully developed.



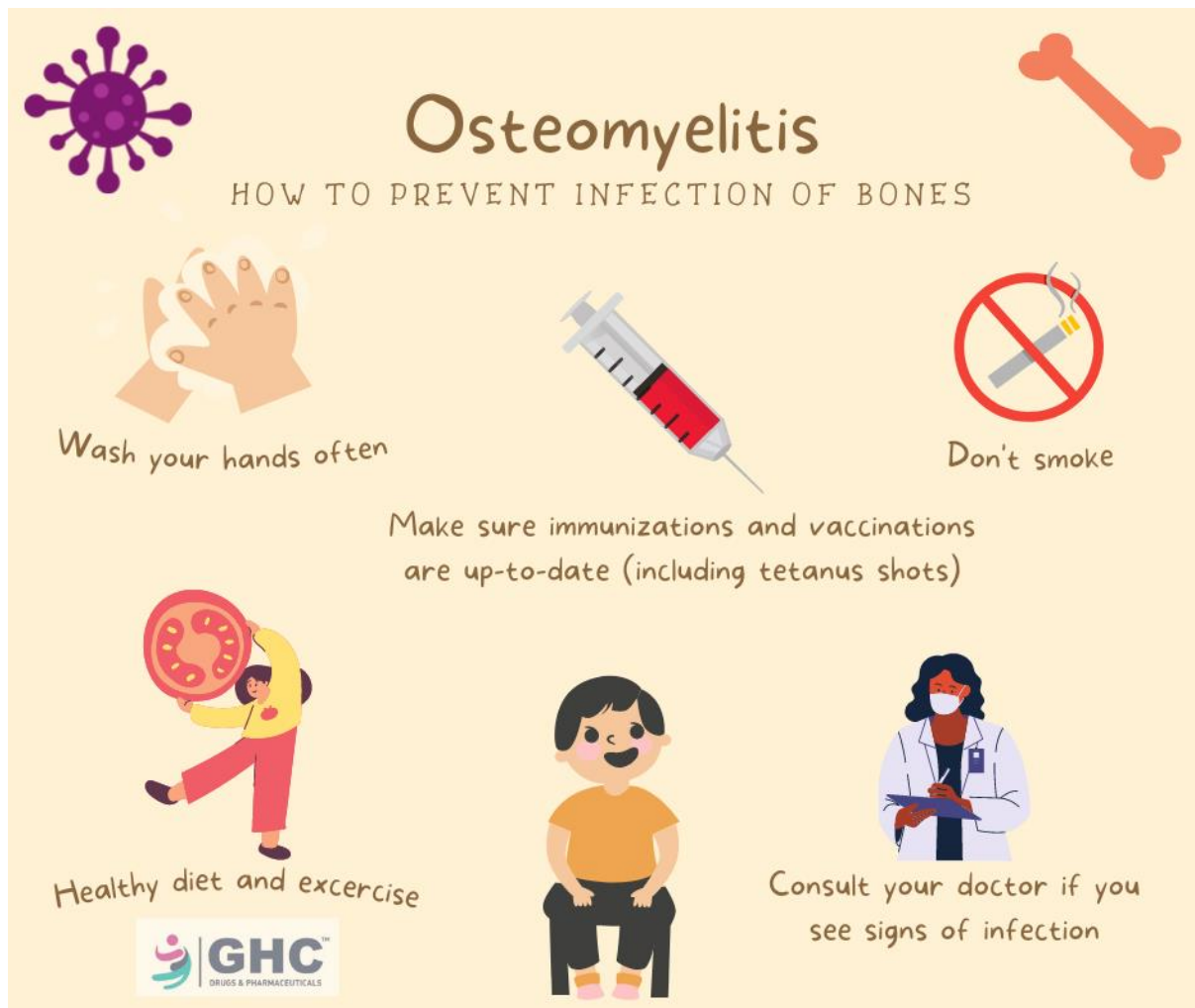
- 1 signs and symptoms**
 - redness and swelling
 - difficulty moving the affected area
 - pain
 - fever
- 2 diagnosis**
 - blood tests
 - X-rays
 - MRI
 - bone scan
- 3 when to see a doctor**
 - injuries with open wounds
 - worsening of bone pain
 - persisting fever
 - bone fractures
- 4 prevention**
 - make sure immunizations and vaccinations are up-to-date
 - healthy diet
 - don't smoke

For more information, follow and visit:
www.ghcpharma.com

Infographics on Osteomyelitis:



Posts on preventive measures:



C. YouTube

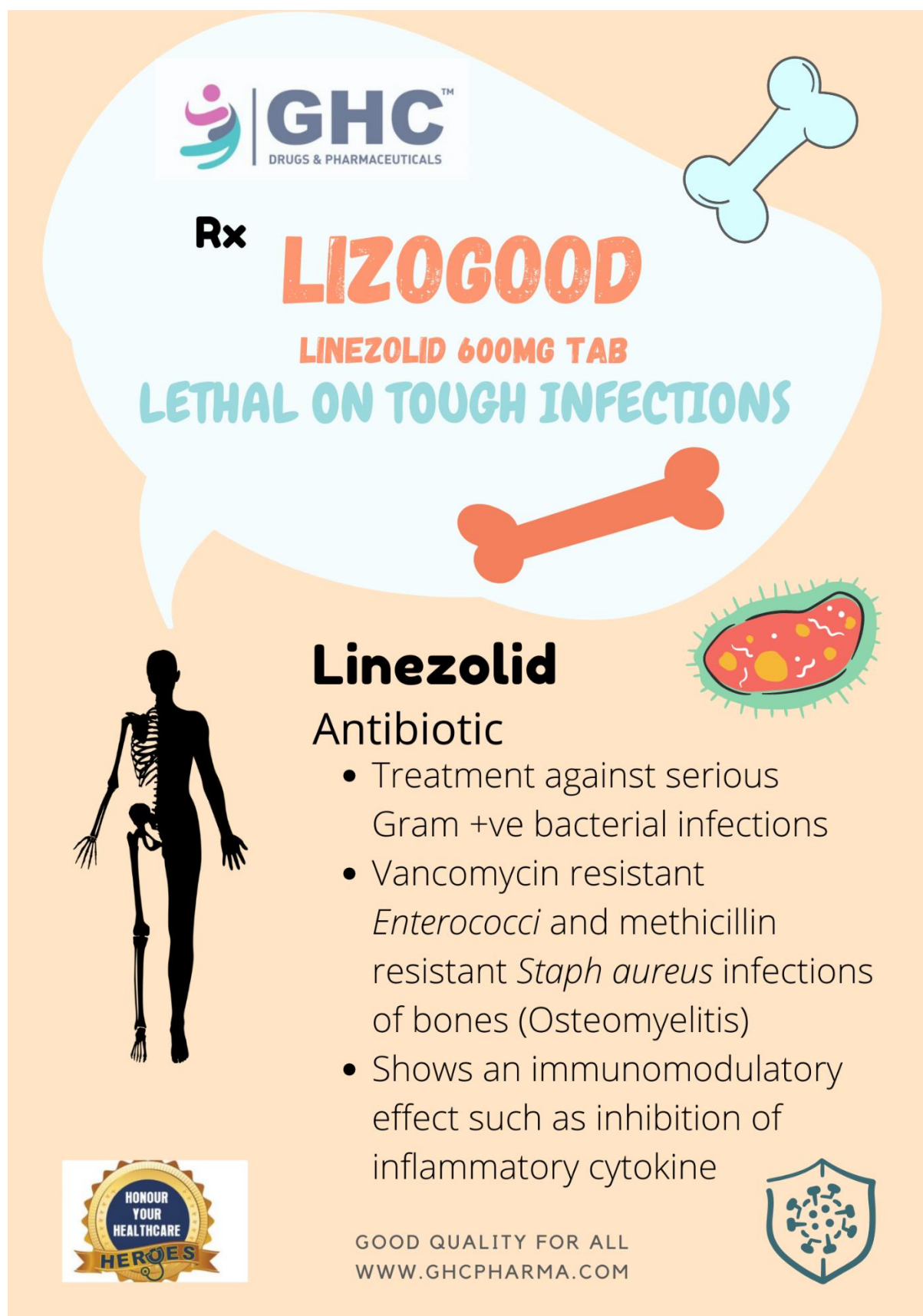
- For pharmaceutical marketing, YouTube has always been a difficult platform to deal with
- Very less people search or come across pharma related content on YouTube
- However, there are some ways for content sharing on YouTube
- Videos related to disease awareness could be played on YouTube as non-skippable, skippable, bumper and overlay ads
- Hence, I made a video for the same

D. E-mails

- Gmail, Yahoo!, Rediff, etc. could be used to mail the content to the doctors as a safe marketing strategy since the doctors are busy with their COVID duties
- Direct messaging apps such as WhatsApp, Telegram, FB messenger could also be used

E. Content for sales team

Visual aid:



 **GHC**TM
DRUGS & PHARMACEUTICALS

Rx **LIZOGOOD**
LINEZOLID 600MG TAB
LETHAL ON TOUGH INFECTIONS



Linezolid
Antibiotic

- Treatment against serious Gram +ve bacterial infections
- Vancomycin resistant *Enterococci* and methicillin resistant *Staph aureus* infections of bones (Osteomyelitis)
- Shows an immunomodulatory effect such as inhibition of inflammatory cytokine



GOOD QUALITY FOR ALL
WWW.GHCPHARMA.COM





4.4. FIELD WORK

I was assigned to work under the Jaipur area sales manager, **Mr. Ravi Sharma**, by the marketing head of GHC Drugs & Pharmaceuticals Pvt Ltd, **Mr. Prashant Bhamare**, and I was assigned to perform some market research and data collection tasks. The focal point of my field work was **RCPA (Retail Chemist Prescription Audit)** in the suburban area of Sanganer, Jaipur.

Highlights of RCPA:

1. To compile a list of hospitals and private clinics with available paediatricians, orthopaedics doctors and general physicians in Sanganer area
2. Collect the contact information of the mentioned doctors
3. Collect the information of their timings of attending patients and pharma sales teams
4. Interact with pharmacy shops associated with the hospitals and clinics
5. Collect contact information from these pharmacy shops
6. Collect some information regarding the doctors' drugs of choice in management of diseases such as osteomyelitis
7. Talk about various schemes that other pharma companies offer them
8. Get an idea of the competition between the brands

So, I made a table of the compiled data:

Hospital/ Clinic name	Contact number	Number of doctors	Name of doctors and timings of meeting sales teams	Contact number
Pardya Hospital	2732914- 273915	Paediatrician	Dr Rajesh Jain (Tuesday, Thursday, Saturday after 1:00 PM)	
		Orthopaedics	Dr Abhay Singh (on call)	
		General Physician	Dr Pawan Sharma (Tuesday, Thursday, Saturday after 1:00 PM)	
Spارش Hospital	Contact- Ramesh Berwal	Paediatrician	Dr Neelab Nehru (10:30 AM-2:00 PM)	
		Orthopaedics	Dr Manish Vaishnav (4:00 PM-6:00 PM)	
		General Physician	Dr Govind Singh (10:00 AM-2:00 PM)	
Regen Hospital		Paediatrician	Dr Vivek Sharma (Saturdays 11:30 AM- 1:30 PM)	7597544345
		Orthopaedics	Dr Rishabh Sethi (Saturdays 11:30 AM- 1:30 PM)	9610032456
		General Physician	Dr Prabhakar (On call)	9314513229
LC Memorial Child Clinic		Paediatrician	Dr Giriraj Sharma (6:30 PM-8:30 PM)	8000732998
Bharadwaj Clinic		General Physician	Dr Ashutosh Bhardwaj	9694778811

Prescription Of Disease	Similar Product, Price and Company	Pharmacy Name	Pharmacist Name
Diarrhea-1. Isomil 2. Neosmile 3. Yamu Drop 4. Enterogermina 5. Faciflora 6. Sporlac 7. Econorm Sachet Ortho/Neuro-pain- 1.Ofrax 2.Oflox-Oz 3.Ultranic 4.Ultraset 5.Metrogel-Gel 6.Gabaneuron NT	Diarrhea- 1. Enterogermina (54.44/Piece) (Sanofi) 2. Faciflora (192 Rs) (Zuventus) 3. Sporlac (77 Rs) (Sanzyme Ltd.) 4. Econorm Sachet (52.00) (Dr. Reddy) Ortho/Neuro-pain- 1. Metrogyl-Gel (55 Rs) (Tekar Pharma) 2. Gabaneuron NT (261 Rs) (Aristo)	Pardya Pharmacy	Narayan Sharma
Diarrhea- Darolac Sachet Ortho- 1. Osta-D3 Drop 2. Osta-D- Cal 3. Calcimax-P 4. Osta -P		Sparsh Hospital Apollo Pharmacy	Ramesh
Pediatrics Diarrhea- 1. Econome Sachet 2. Metrogel Syrup 3. Sifolac-O (Tablet) 4. Sefidril-Safonin G.P Diarrhea- 1. Floristore 2. Bifilec Ortho- 1. Rubicon-Tablet 2. Ultraset-Tablet	Ortho- Lidocaine- Rox-30 MI (32 Rs) Rox-Jelly (36 Rs) Gabapentin- Gabentin Tab (273 Rs)	Riddhi Siddhi Pharmacy	Rajesh Kumar Sharma

3. Flexon-Tablet 4. Volini- Gel 5. Volitre-Gel 6. Siforax-Tablet 7. Clendavian-Capsule			
Diarrhea- Enterogermina Okhlamac-OZ ORS Sporalac Flora-ZN Vizlac	Diarrhoea- 1. Enterogermina 2. Vizlac-Liquid	Jai Shree Medical and Provision Store	Jai Ram
Diarrhoea- Recogeel Powder Antibiotics ORS	Diarrhea- Dr. Reddy Mankind		

5. **KEY LEARNINGS AND CONCLUSIONS**

Key learnings from digital marketing strategies and making the brand plan of the product

- How to make the assigned brand a successful one in the pharmaceutical market
- How to execute the brand plan
- How to identify the competitors
- How to create social media content
- How to plan the social media strategy for a pharmaceutical brand

Key learnings from Field Work

- RCPA
- How to approach doctors and HCPs
- How to interact with pharmacists
- How to compile data from such resources

6. REFERENCES

1. Bello, D. C., et al. Performance of professional service firms from emerging markets: Role of innovative services and firm capabilities. *Journal of World Business* (2015), <http://dx.doi.org/10.1016/j.jwb.2015.11.004>
2. Atuahene-Gima, Kwaku; Ko, Anthony, An empirical investigation of the effect of market orientation and entrepreneurship orientation alignment on product innovation. *Organization Science*; Jan/Feb 2001; 12, 1; Healthcare Administration Database pg. 54
3. Shahbaz M, Gao C, Zhai L, Shahzad F, Luqman A, Zahid R (2021) Impact of big data analytics on sales performance in pharmaceutical organizations: The role of customer relationship management capabilities. *PLoS ONE* 16(4): e0250229. <https://doi.org/10.1371/journal.pone.0250229>
4. G.T.M. Hult et al. / *Industrial Marketing Management* 33 (2004) 429–438
5. Ali Murshid M, Mohaidin Z. Models and theories of prescribing decisions: A review and suggested a new model. *Pharmacy Practice* 2017 Apr-Jun;15(2):990.
6. G. Akman & C. Yilmaz (2008) Innovative Capability, Innovation Strategy and Market Orientation: An Empirical Analysis in Turkish Software Industry. *International Journal of Innovation Management* Vol. 12, No. 1 (March 2008) pp. 69–111
7. Eunsung KIM (2019) Development of Patients Environmental Sustainability Performance in Healthcare Sector: A Conceptual Framework and Further Research Directions. *Journal of Distribution Science* 17-7 (2019) 99-109
8. Michelle Helena Van Velthoven. *J Med Internet Res* 2019;21(3):e11922 doi: 10.2196/11922